

The BIA Report on Consumer Confidence

The University of New Hampshire Survey Center

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RECORD NUMBER OF NH RESIDENTS OPTIMISTIC ABOUT NH ECONOMY

By: Andrew E. Smith, Ph.D.
 Zachary S. Azem, M.A.
 Sean P. McKinley, M.A.

andrew.smith@unh.edu
 603-862-2226
 cola.unh.edu/survey-center

DURHAM, NH - Optimism among New Hampshire residents about the New Hampshire economy is at an all-time high. More than two-thirds anticipate good business conditions in the state over the next 12 months. The proportion of residents who consider themselves better off financially than a year ago is at an all-time high.

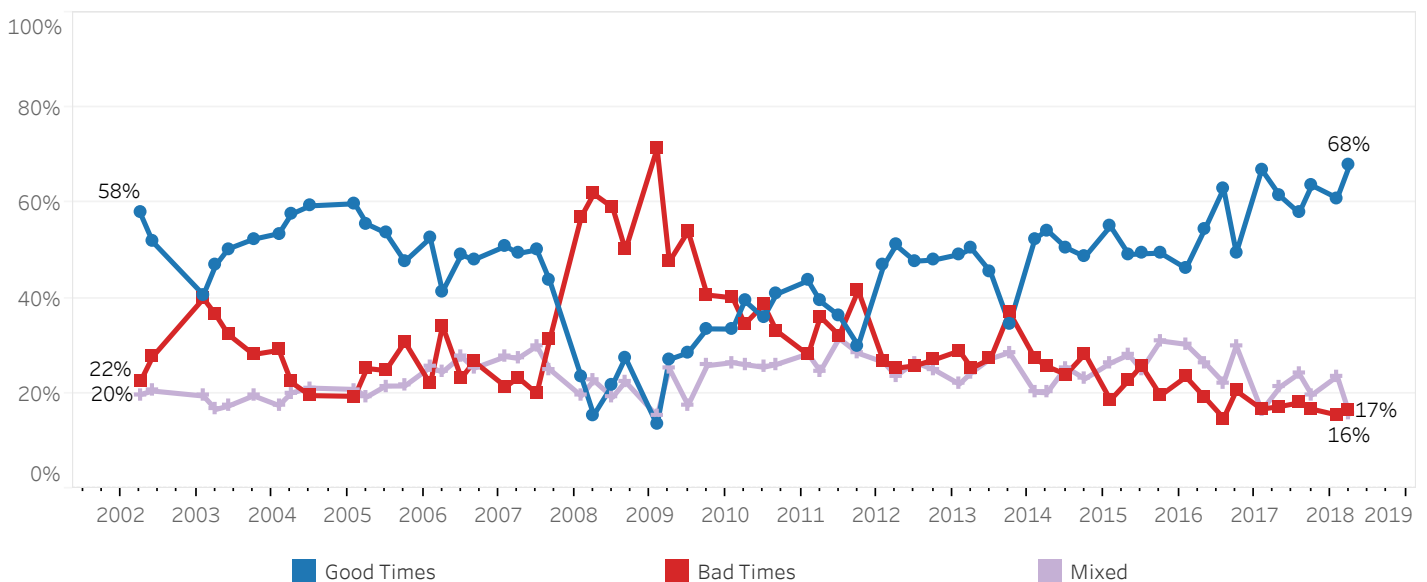
These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence***, conducted by the University of New Hampshire Survey Center. Five hundred and forty-eight (548) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between April 13 and April 22, 2018. The margin of sampling error for the survey is +/- 4.2 percent.

N.H. Business Conditions

Confidence in the New Hampshire economy is higher than at any point since 2002. When asked how they expect New Hampshire businesses will do in the upcoming year, 68% of Granite Staters think state businesses will enjoy good times financially, 17% think they will experience bad times, and 16% anticipate mixed conditions. Half of Democrats (47%), two-thirds of Independents (69%) and nearly all Republicans (90%) anticipate good times. Optimism among Republicans is at an all-time high.

“Despite an ongoing, pronounced partisan divide, Granite Staters are, overall, very confident about continued growth of their personal finances and business vitality,” said BIA President Jim Roche. “We hope state policy makers will reinforce this with initiatives that promote a strong economy into the future.”

Business Conditions in NH - Next 12 Months

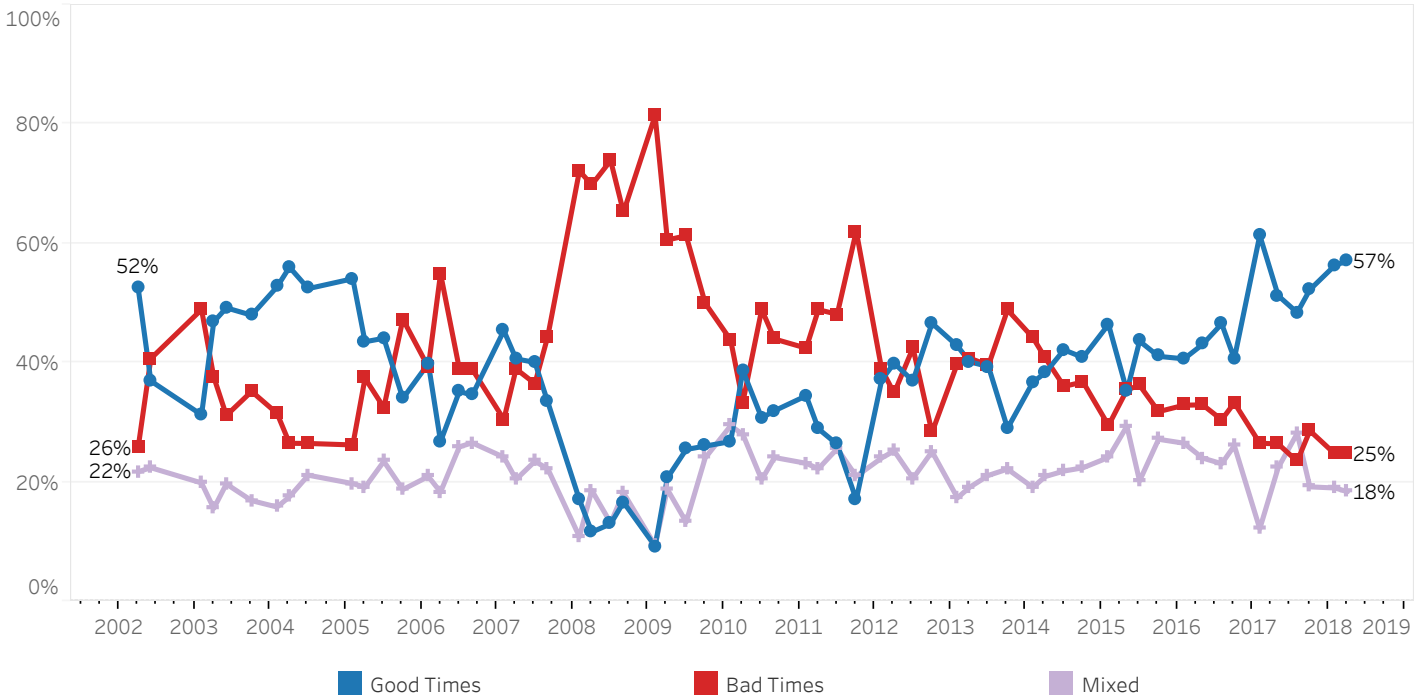


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U.S. Business Conditions

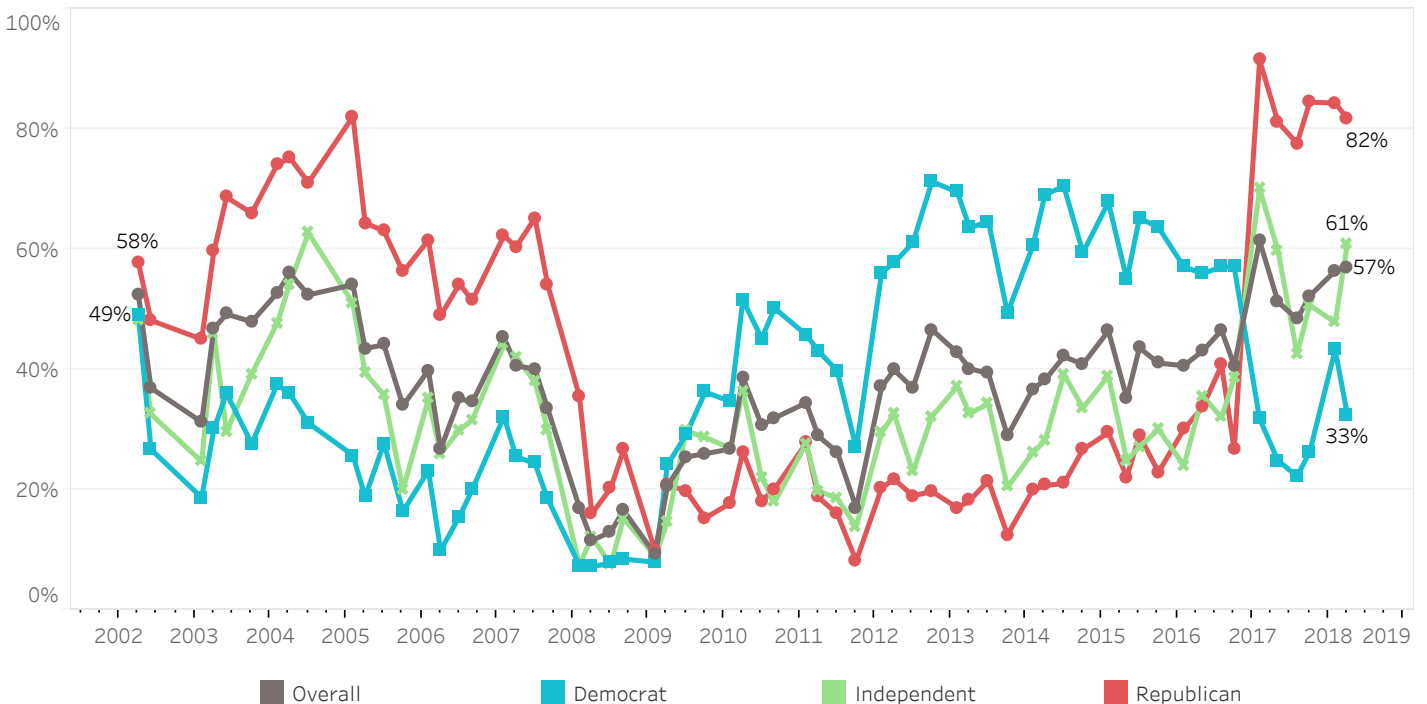
Granite Staters are slightly less optimistic about the U.S. economy, but a majority still anticipate good times nationally. Fifty-seven percent think businesses across the country will experience good times in the next 12 months, 25% anticipate businesses will have bad times, and 18% think conditions will be mixed.

Business Conditions in US - Next 12 Months



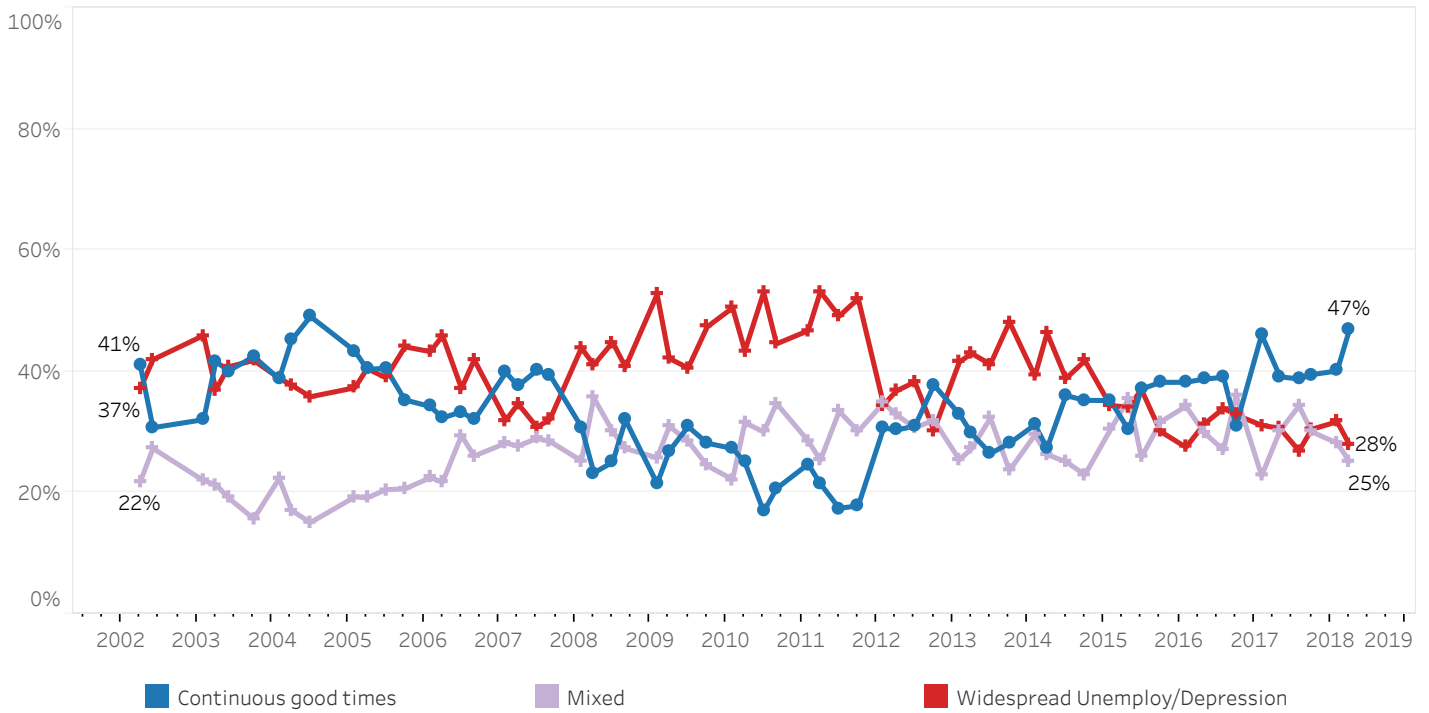
Eighty-two percent of Republicans and 61% of Independents feel U.S. business conditions will be good over the next year but only one-third (33%) of Democrats agree. Optimism among Independents (61%) over the past quarter has increased (48% in February), while optimism among Democrats (33%) has declined since February (43%).

Business Conditions in US - Good Times - Next 12 Months - By Party ID



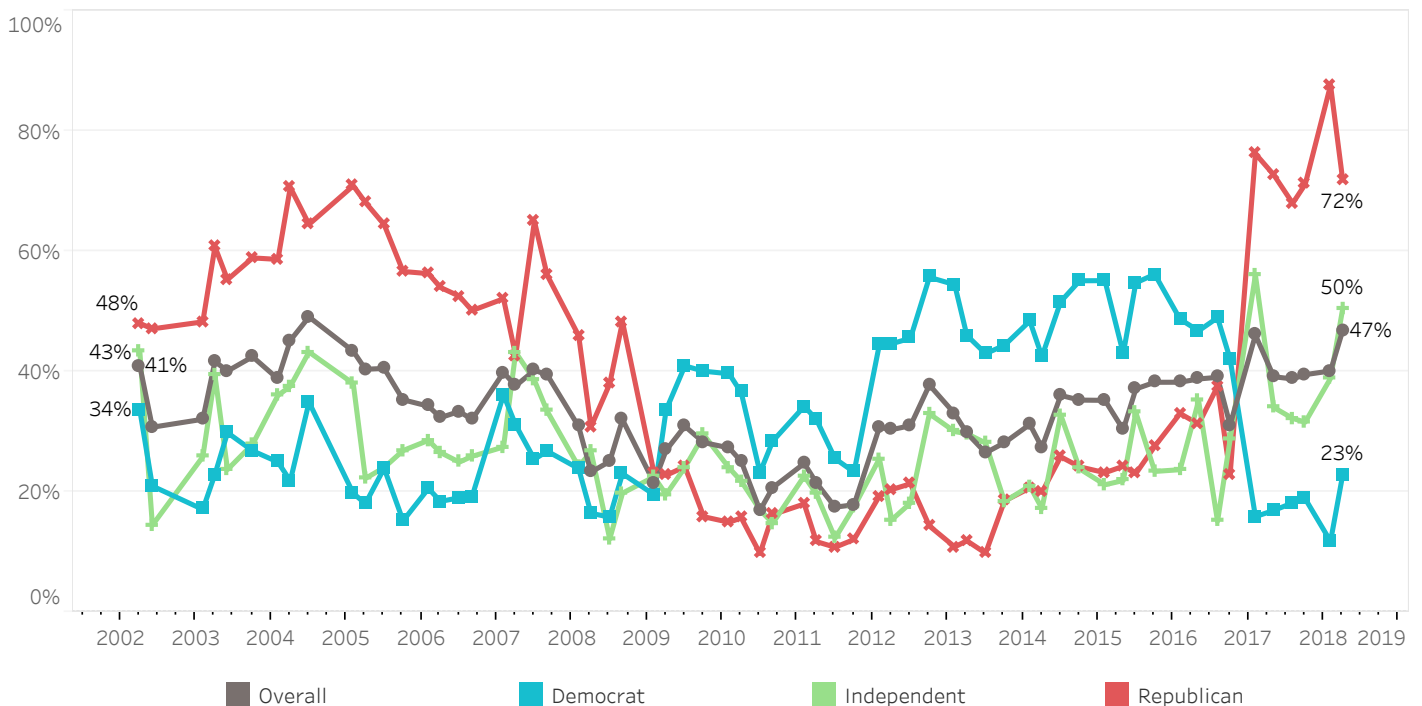
Looking further into the future, nearly half (47%) of New Hampshire residents believe the U.S. economy will enjoy continuous good times over the next 5 years, 28% expect periods of widespread unemployment and depression, and a quarter (25%) see a mix of good and bad conditions. The percentage of Granite Staters who anticipate continuous good times for the US economy over the long-term (47%) is higher than any point since July 2004 (49%).

US 5 Year Economic Outlook



Optimism among Republicans about the country's economic outlook (72%) has declined since February (88%) but is similar to the other quarters of the Trump presidency. The proportion of Independents (50%) and Democrats (23%) who expect good times in the next five years has increased since February (39% among Independents, 13% among Democrats).

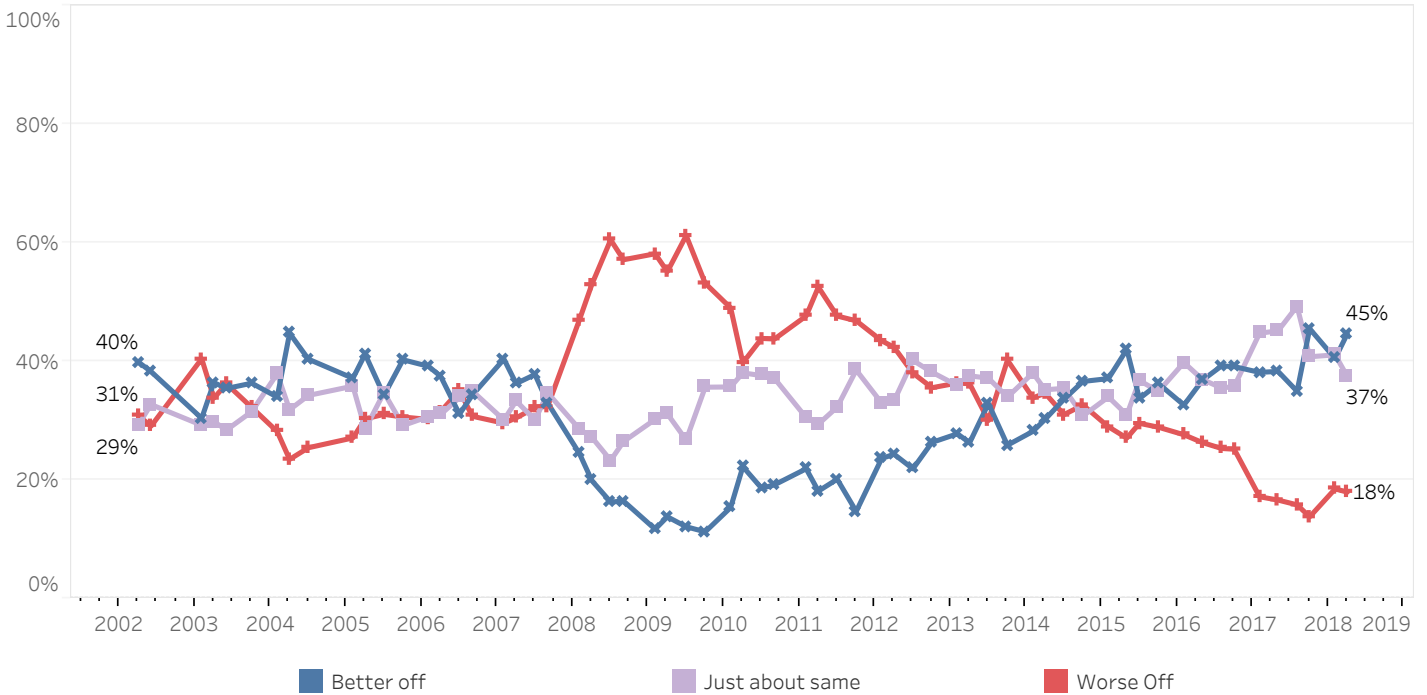
US 5 Year Economic Outlook - By Party ID



Personal Financial Conditions

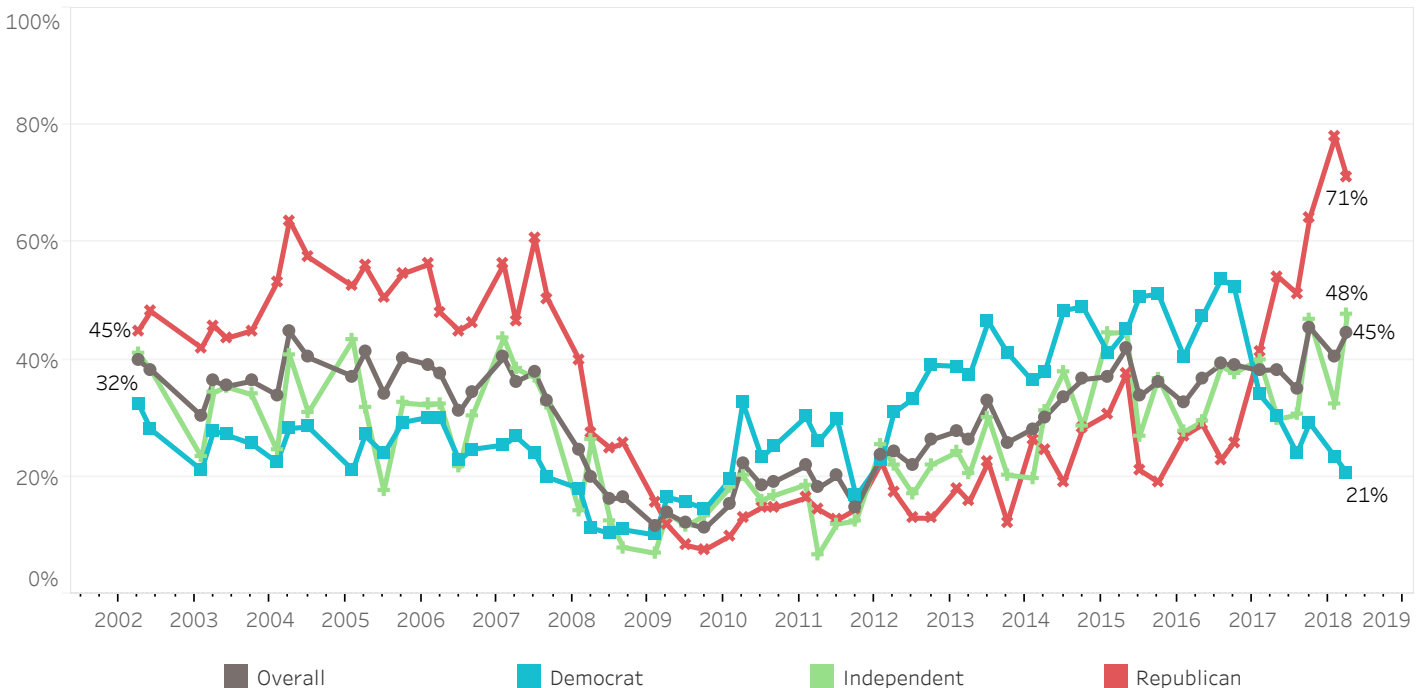
Turning to personal finances, 45% of New Hampshire residents consider themselves to be better off financially than they were a year ago, while 37% say their finances are about the same, and 18% say they are worse off. The percentage of residents who consider themselves better off financially than a year ago (45%) is at an all-time high.

Household Financial Condition - Compared to 1 Year Ago



Seventy-one percent of Republicans and nearly half (48%) of Independents say they are better off than they were a year ago, but only 23% of Democrats think the same. The partisan gap in the assessment of personal finances compared to a year ago remains large and the percentage of Democrats who say they are better off than a year ago (21%) is at its lowest since October 2011 (17%).

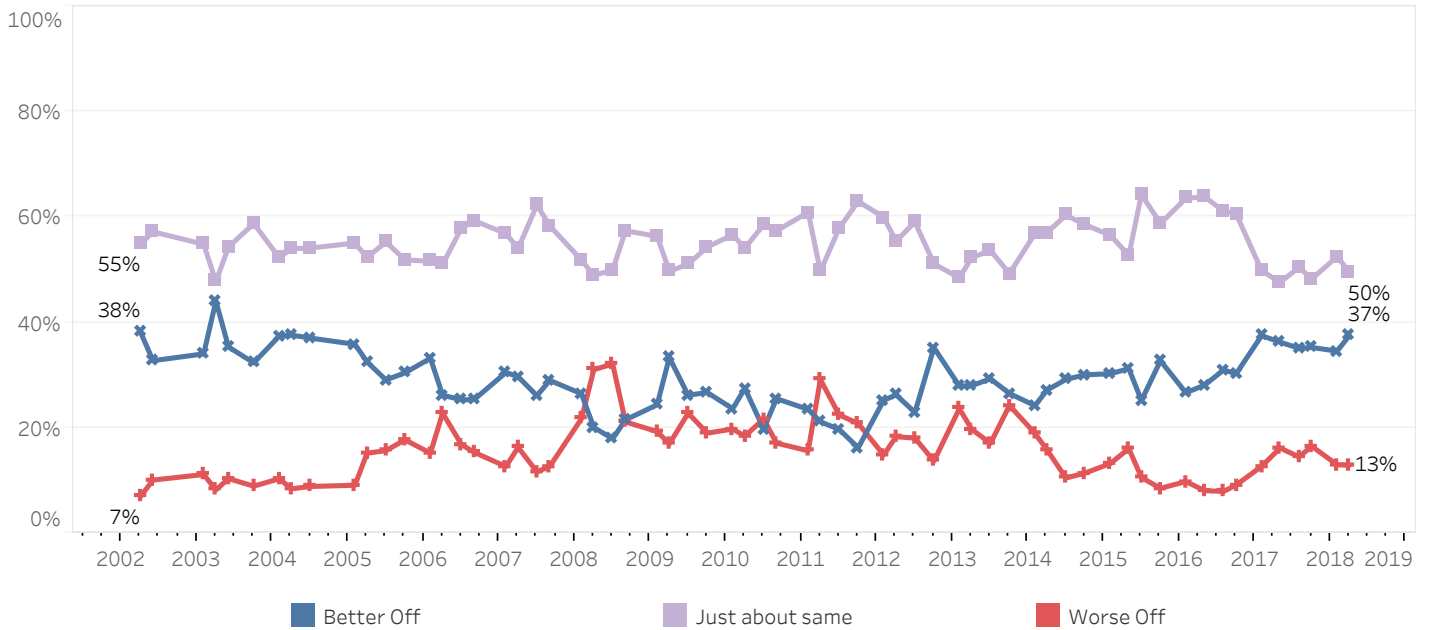
Household Financial Condition - Compared to 1 Year Ago - By Party ID



Half (50%) of Granite Staters, expect their household will be in about the same financial condition next year as they are today; 37% think they will be better off while 13% think they will be worse off. The percentage of residents who anticipate their personal finances will be better a year from now (37%) is the highest since April 2003.

Republicans (61%) are more likely than Independents (36%) or Democrats (18%) to say they anticipate being better off financially next year.

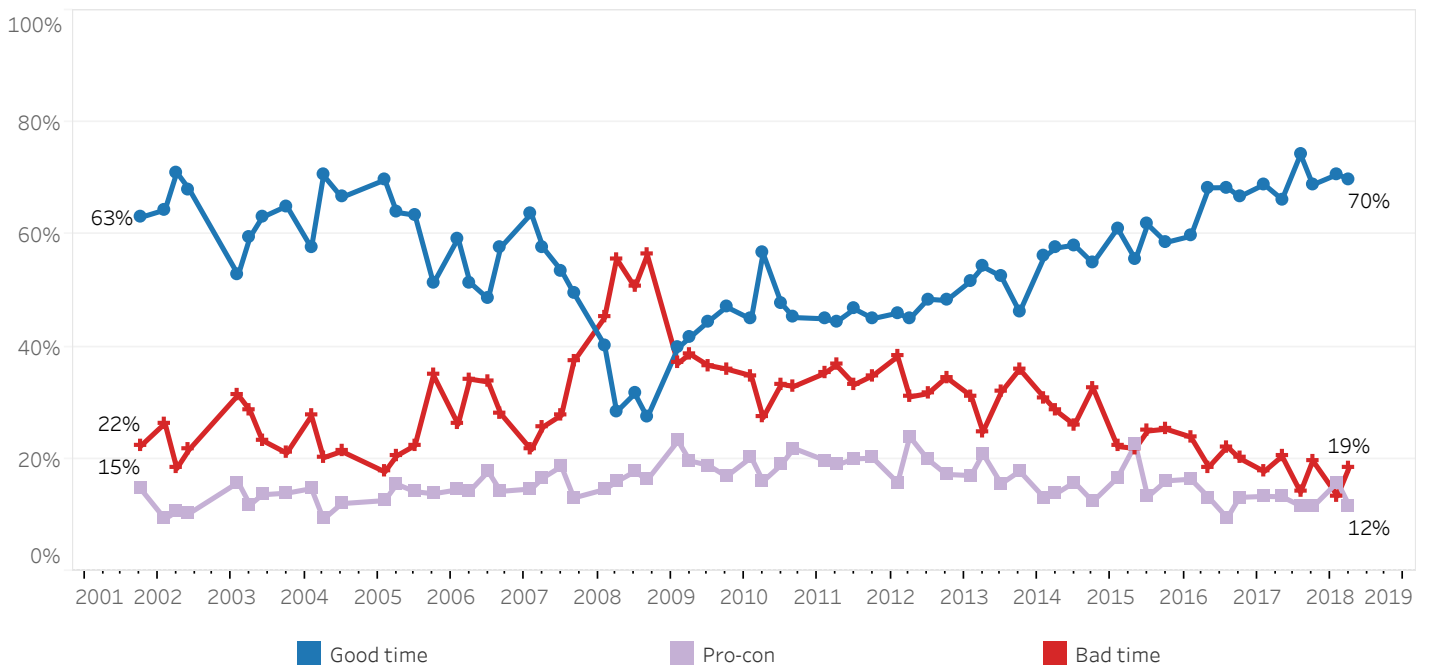
Household Financial Condition - 12 Months From Now



The large majority of New Hampshire adults continue to think it is a good time to buy major items for their home. Seventy percent think now is a good time to buy a major household item, just 19% think it is a bad time, and 12% think it depends on a person’s finances.

While respondents are divided by party in their assessment of their personal financial conditions, majorities of Republicans (83%), Independents (67%), and Democrats (59%) all agree it is a good time to buy a major household item.

Good Time to Buy a Major Household Item?



Business and Industry Association Report on Consumer Confidence Methodology

These findings are based on the latest Business and Industry Association (BIA) Report on Consumer Confidence, conducted by the University of New Hampshire Survey Center. Five hundred and forty-eight (548) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between April 13 and April 22, 2018. The margin of sampling error for the survey is +/- 4.2 percent. These MSE's have not been adjusted for design effect. The design effect for the survey is 1.2%.

The random sample used in the BIA Report on Consumer Confidence was purchased from Marketing Systems Group (MSG), Horsham, PA. MSG screens each selected telephone number to eliminate non-working numbers, disconnected numbers, and business numbers to improve the efficiency of the sample, reducing the amount of time interviewers spend calling non-usable numbers. When a landline number is reached, the interviewer randomly selects a member of the household by asking to speak with the adult currently living in the household who has had the most recent birthday. This selection process ensures that every adult (18 years of age or older) in the household has an equal chance of being included in the survey.

The data have been weighted to adjust for numbers of adults and telephone lines within households. Additionally, data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response. Due to rounding, percentages may not sum to 100%. The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions.

For more information about the methodology used in the BIA Report on Consumer Confidence, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

BIA Report on Consumer Confidence, Spring 2018 Demographics

		N	%
Sex of Respondent	Female	279	51%
	Male	269	49%
Age of Respondent	18 to 34	142	27%
	35 to 49	132	25%
	50 to 64	148	28%
	65 and older	104	20%
Level of Education	High school or less	158	29%
	Technical school/Some college	207	38%
	College graduate	106	20%
	Postgraduate work	69	13%
Region of State	Central / Lakes	86	16%
	Connecticut Valley	84	15%
	Manchester Area	103	19%
	Mass Border	142	26%
	North Country	41	8%
	Seacoast	91	17%
Registered to Vote	Reg. Democrat	116	21%
	Registered Undeclared/Not Reg.	300	55%
	Reg. Republican	128	23%
Party ID	Democrat	218	41%
	Independent	131	24%
	Republican	185	35%

Business Conditions in New Hampshire in 12 Months

Turning to business conditions in New Hampshire as a whole – do you think that during the next twelve months we'll have good times financially, or bad times, or what?

	Good Times	Bad Times	Mixed	N		Good Times	Bad Times	Mixed	N
April 2002	58%	22%	20%	462	February 2011	44%	28%	28%	481
June 2002	52%	28%	20%	588	April 2011	39%	36%	25%	478
February 2003	41%	40%	19%	577	July 2011	36%	32%	32%	469
April 2003	47%	37%	17%	459	October 2011	30%	42%	28%	498
June 2003	50%	32%	17%	485	February 2012	47%	27%	27%	484
October 2003	52%	28%	19%	449	April 2012	51%	25%	24%	488
February 2004	54%	29%	17%	448	July 2012	48%	26%	26%	456
April 2004	58%	22%	20%	457	October 2012	48%	27%	25%	511
July 2004	59%	20%	21%	444	February 2013	49%	29%	22%	523
February 2005	60%	19%	21%	453	April 2013	50%	25%	24%	454
April 2005	56%	25%	19%	433	July 2013	46%	27%	27%	461
July 2005	54%	25%	22%	429	October 2013	34%	37%	29%	540
October 2005	48%	31%	22%	431	February 2014	52%	27%	20%	502
February 2006	53%	22%	25%	432	April 2014	54%	26%	20%	451
April 2006	41%	34%	24%	457	July 2014	51%	24%	25%	454
July 2006	49%	23%	28%	444	October 2014	49%	28%	23%	480
September 2006	48%	27%	25%	453	February 2015	55%	19%	26%	454
February 2007	51%	21%	28%	462	May 2015	49%	23%	28%	521
April 2007	49%	23%	27%	458	July 2015	49%	26%	25%	463
July 2007	50%	20%	30%	442	October 2015	49%	20%	31%	490
September 2007	44%	31%	25%	433	February 2016	46%	23%	30%	451
February 2008	23%	57%	19%	494	May 2016	54%	19%	26%	430
April 2008	15%	62%	23%	455	August 2016	63%	15%	22%	408
July 2008	22%	59%	19%	481	October 2016	49%	21%	30%	467
September 2008	27%	50%	22%	480	February 2017	67%	17%	16%	436
February 2009	13%	71%	15%	586	May 2017	61%	17%	21%	436
April 2009	27%	48%	25%	472	August 2017	58%	18%	24%	442
July 2009	29%	54%	17%	522	October 2017	64%	17%	20%	492
October 2009	34%	41%	26%	479	February 2018	61%	15%	24%	435
February 2010	33%	40%	26%	460	April 2018	68%	17%	16%	480
April 2010	39%	35%	26%	473					
July 2010	36%	39%	25%	458					
September 2010	41%	33%	26%	475					

Business Conditions in U.S. in 12 Months

Turning to business conditions in the country as a whole – do you think that during the next twelve months we'll have good times financially, or bad times, or what?

	Good Times	Bad Times	Mixed	N		Good Times	Bad Times	Mixed	N
April 2002	52%	26%	22%	484	February 2011	34%	42%	23%	495
June 2002	37%	41%	22%	599	April 2011	29%	49%	22%	483
February 2003	31%	49%	20%	606	July 2011	26%	48%	26%	490
April 2003	47%	38%	16%	477	October 2011	17%	62%	21%	517
June 2003	49%	31%	20%	491	February 2012	37%	39%	24%	493
October 2003	48%	35%	17%	455	April 2012	40%	35%	25%	492
February 2004	53%	31%	16%	461	July 2012	37%	42%	21%	464
April 2004	56%	26%	18%	468	October 2012	47%	28%	25%	513
July 2004	52%	26%	21%	446	February 2013	43%	40%	17%	548
February 2005	54%	26%	20%	488	April 2013	40%	41%	19%	480
April 2005	44%	37%	19%	450	July 2013	39%	40%	21%	469
July 2005	44%	32%	23%	438	October 2013	29%	49%	22%	563
October 2005	34%	47%	19%	459	February 2014	37%	44%	19%	524
February 2006	40%	39%	21%	445	April 2014	38%	41%	21%	474
April 2006	27%	55%	18%	467	July 2014	42%	36%	22%	480
July 2006	35%	39%	26%	454	October 2014	41%	37%	22%	512
September 2006	35%	39%	27%	473	February 2015	46%	29%	24%	476
February 2007	45%	30%	24%	486	May 2015	35%	35%	29%	544
April 2007	41%	39%	20%	479	July 2015	44%	36%	20%	480
July 2007	40%	36%	23%	456	October 2015	41%	32%	27%	508
September 2007	33%	44%	22%	464	February 2016	41%	33%	26%	471
February 2008	17%	72%	11%	529	May 2016	43%	33%	24%	422
April 2008	12%	70%	19%	482	August 2016	47%	30%	23%	407
July 2008	13%	74%	13%	500	October 2016	41%	33%	26%	467
September 2008	17%	65%	18%	508	February 2017	61%	26%	12%	447
February 2009	9%	81%	9%	594	May 2017	51%	26%	22%	462
April 2009	21%	61%	19%	471	August 2017	48%	23%	28%	443
July 2009	25%	61%	13%	546	October 2017	52%	29%	19%	507
October 2009	26%	50%	24%	481	February 2018	56%	25%	19%	480
February 2010	27%	44%	29%	475	April 2018	57%	25%	18%	488
April 2010	39%	33%	28%	483					
July 2010	31%	49%	20%	473					
September 2010	32%	44%	24%	479					

5 Year Economic Outlook - U.S.

Looking ahead, which would you say is more likely – that in the country as a whole we will have continuous good times during the next five years or so, or that we will have periods of widespread unemployment or depression, or what?

	<u>Continuous good times</u>	<u>Widespread Unemploy/ Depression</u>	<u>Mixed</u>	<u>N</u>		<u>Continuous good times</u>	<u>Widespread Unemploy/ Depression</u>	<u>Mixed</u>	<u>N</u>
April 2002	41%	37%	22%	463	February 2011	25%	47%	29%	482
June 2002	31%	42%	27%	603	April 2011	21%	53%	25%	479
February 2003	32%	46%	22%	607	July 2011	17%	49%	33%	484
April 2003	42%	37%	21%	468	October 2011	18%	52%	30%	515
June 2003	40%	41%	19%	479	February 2012	31%	34%	35%	479
October 2003	42%	42%	16%	457	April 2012	30%	37%	33%	465
February 2004	39%	39%	22%	454	July 2012	31%	38%	31%	453
April 2004	45%	38%	17%	467	October 2012	38%	30%	32%	490
July 2004	49%	36%	15%	431	February 2013	33%	42%	25%	562
February 2005	43%	37%	19%	497	April 2013	30%	43%	27%	471
April 2005	40%	40%	19%	455	July 2013	26%	41%	32%	485
July 2005	41%	39%	21%	461	October 2013	28%	48%	24%	552
October 2005	35%	44%	21%	460	February 2014	31%	39%	30%	529
February 2006	34%	43%	22%	444	April 2014	27%	46%	26%	461
April 2006	32%	46%	22%	471	July 2014	36%	39%	25%	460
July 2006	33%	37%	29%	447	October 2014	35%	42%	23%	493
September 2006	32%	42%	26%	473	February 2015	35%	34%	30%	460
February 2007	40%	32%	28%	478	May 2015	30%	34%	36%	514
April 2007	38%	35%	28%	472	July 2015	37%	37%	26%	444
July 2007	40%	31%	29%	432	October 2015	38%	30%	32%	490
September 2007	39%	32%	28%	443	February 2016	38%	28%	34%	428
February 2008	31%	44%	25%	502	May 2016	39%	31%	30%	405
April 2008	23%	41%	36%	439	August 2016	39%	34%	27%	399
July 2008	25%	45%	30%	485	October 2016	31%	33%	36%	466
September 2008	32%	41%	27%	484	February 2017	46%	31%	23%	461
February 2009	22%	53%	26%	590	May 2017	39%	31%	30%	467
April 2009	27%	42%	31%	479	August 2017	39%	27%	34%	457
July 2009	31%	41%	29%	538	October 2017	39%	30%	30%	524
October 2009	28%	47%	24%	463	February 2018	40%	32%	28%	477
February 2010	27%	50%	22%	472	April 2018	47%	28%	25%	497
April 2010	25%	43%	32%	472					
July 2010	17%	53%	30%	477					
September 2010	21%	45%	35%	486					

Household Financial Condition Compared to 12 Months Ago

We are interested in how people are getting along financially these days. Would you say that you and your family living there are better off or worse off financially than you were a year ago?

	Better Off	Worse Off	Just about same	N		Better Off	Worse Off	Just about same	N
April 2002	40%	31%	29%	507	February 2011	22%	48%	30%	518
June 2002	38%	29%	33%	650	April 2011	18%	53%	29%	502
February 2003	30%	40%	29%	647	July 2011	20%	48%	32%	509
April 2003	36%	34%	30%	505	October 2011	15%	47%	39%	553
June 2003	35%	36%	28%	514	February 2012	24%	43%	33%	518
October 2003	36%	32%	32%	496	April 2012	24%	42%	33%	533
February 2004	34%	28%	38%	503	July 2012	22%	38%	40%	516
April 2004	45%	23%	32%	538	October 2012	26%	36%	38%	583
July 2004	40%	25%	34%	495	February 2013	28%	36%	36%	575
February 2005	37%	27%	36%	537	April 2013	26%	36%	38%	503
April 2005	41%	30%	29%	493	July 2013	33%	30%	37%	507
July 2005	34%	31%	35%	500	October 2013	26%	40%	34%	584
October 2005	40%	31%	29%	503	February 2014	28%	34%	38%	559
February 2006	39%	30%	31%	492	April 2014	30%	35%	35%	506
April 2006	37%	32%	31%	500	July 2014	34%	31%	35%	510
July 2006	31%	35%	34%	504	October 2014	37%	33%	31%	532
September 2006	34%	31%	35%	508	February 2015	37%	29%	34%	499
February 2007	40%	30%	30%	531	May 2015	42%	27%	31%	562
April 2007	36%	30%	33%	507	July 2015	34%	30%	37%	527
July 2007	38%	32%	30%	514	October 2015	36%	29%	35%	578
September 2007	33%	32%	35%	498	February 2016	33%	28%	40%	525
February 2008	24%	47%	29%	550	May 2016	37%	26%	37%	495
April 2008	20%	53%	27%	495	August 2016	39%	25%	35%	495
July 2008	16%	60%	23%	517	October 2016	39%	25%	36%	574
September 2008	16%	57%	26%	543	February 2017	38%	17%	45%	499
February 2009	12%	58%	30%	615	May 2017	38%	17%	45%	487
April 2009	14%	55%	31%	502	August 2017	35%	16%	49%	499
July 2009	12%	61%	27%	550	October 2017	45%	14%	41%	565
October 2009	11%	53%	36%	499	February 2018	40%	18%	41%	507
February 2010	15%	49%	36%	497	April 2018	45%	18%	37%	539
April 2010	22%	40%	38%	505					
July 2010	19%	44%	38%	497					
September 2010	19%	44%	37%	510					

Household Financial Condition 12 Months from Now

Now, looking ahead – do you think that a year from now you and your family will be better off financially ... or worse off ... or just about the same?

	<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	<u>N</u>		<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	<u>N</u>
April 2002	38%	7%	55%	479	February 2011	23%	16%	61%	500
June 2002	33%	10%	57%	625	April 2011	21%	29%	50%	484
February 2003	34%	11%	55%	622	July 2011	20%	22%	58%	499
April 2003	44%	8%	48%	487	October 2011	16%	21%	63%	532
June 2003	35%	10%	54%	501	February 2012	25%	15%	60%	486
October 2003	32%	9%	59%	486	April 2012	26%	18%	55%	493
February 2004	37%	10%	52%	488	July 2012	23%	18%	59%	473
April 2004	38%	8%	54%	509	October 2012	35%	14%	51%	519
July 2004	37%	9%	54%	477	February 2013	28%	24%	48%	563
February 2005	36%	9%	55%	524	April 2013	28%	20%	52%	487
April 2005	32%	15%	52%	485	July 2013	29%	17%	54%	495
July 2005	29%	16%	55%	489	October 2013	27%	24%	49%	569
October 2005	30%	18%	52%	481	February 2014	24%	19%	57%	546
February 2006	33%	15%	52%	488	April 2014	27%	16%	57%	486
April 2006	26%	23%	51%	492	July 2014	29%	10%	60%	503
July 2006	25%	17%	58%	484	October 2014	30%	11%	59%	512
September 2006	25%	15%	59%	495	February 2015	30%	13%	57%	498
February 2007	30%	13%	57%	515	May 2015	31%	16%	53%	552
April 2007	30%	16%	54%	492	July 2015	25%	11%	64%	514
July 2007	26%	12%	62%	491	October 2015	33%	9%	59%	551
September 2007	29%	13%	58%	489	February 2016	27%	10%	64%	492
February 2008	26%	22%	52%	518	May 2016	28%	8%	64%	466
April 2008	20%	31%	49%	470	August 2016	31%	8%	61%	441
July 2008	18%	32%	50%	483	October 2016	30%	9%	61%	497
September 2008	22%	21%	57%	486	February 2017	37%	13%	50%	483
February 2009	24%	19%	56%	568	May 2017	36%	16%	48%	466
April 2009	33%	17%	50%	483	August 2017	35%	14%	50%	479
July 2009	26%	23%	51%	531	October 2017	35%	17%	48%	558
October 2009	27%	19%	54%	482	February 2018	35%	13%	52%	510
February 2010	24%	20%	57%	473	April 2018	37%	13%	50%	512
April 2010	27%	18%	54%	492					
July 2010	20%	22%	59%	487					
September 2010	26%	17%	57%	497					

Good Time to Buy Major Household Item

Now thinking about the big things people buy for their home – such as furniture, a refrigerator, a stove, television and things like that. Generally speaking, do you think now is a good time or a bad time for people to buy major household items?

	Good Time	Bad Time	Pro-con	N		Good Time	Bad Time	Pro-con	N
October 2001	63%	22%	15%	507	October 2001	63%	22%	15%	507
February 2002	64%	26%	9%	303	February 2002	64%	26%	9%	303
April 2002	71%	18%	11%	480	February 2011	45%	35%	20%	478
June 2002	68%	22%	10%	613	April 2011	44%	37%	19%	475
February 2003	53%	31%	16%	600	July 2011	47%	33%	20%	479
April 2003	60%	29%	12%	486	October 2011	45%	35%	20%	514
June 2003	63%	23%	14%	475	February 2012	46%	38%	16%	487
October 2003	65%	21%	14%	468	April 2012	45%	31%	24%	503
February 2004	58%	28%	15%	462	July 2012	48%	32%	20%	468
April 2004	71%	20%	9%	487	October 2012	48%	35%	17%	551
July 2004	67%	21%	12%	456	February 2013	52%	31%	17%	515
February 2005	70%	18%	13%	478	April 2013	54%	25%	21%	468
April 2005	64%	21%	15%	446	July 2013	53%	32%	16%	467
July 2005	63%	22%	14%	441	October 2013	46%	36%	18%	552
October 2005	51%	35%	14%	456	February 2014	56%	31%	13%	498
February 2006	59%	26%	15%	442	April 2014	58%	29%	14%	460
April 2006	51%	34%	14%	448	July 2014	58%	26%	16%	460
July 2006	49%	34%	18%	453	October 2014	55%	33%	12%	495
September 2006	58%	28%	14%	452	February 2015	61%	22%	17%	458
February 2007	64%	22%	15%	488	May 2015	56%	22%	23%	519
April 2007	58%	26%	17%	458	July 2015	62%	25%	13%	466
July 2007	54%	28%	19%	430	October 2015	59%	25%	16%	521
September 2007	50%	37%	13%	433	February 2016	60%	24%	16%	480
February 2008	40%	45%	15%	517	May 2016	68%	19%	13%	443
April 2008	28%	56%	16%	465	August 2016	68%	22%	9%	430
July 2008	32%	51%	18%	487	October 2016	67%	20%	13%	508
September 2008	27%	56%	16%	495	February 2017	69%	18%	13%	450
February 2009	40%	37%	23%	591	May 2017	66%	20%	13%	438
April 2009	42%	39%	20%	491	August 2017	74%	14%	12%	424
July 2009	44%	37%	19%	548	October 2017	69%	20%	11%	500
October 2009	47%	36%	17%	472	February 2018	71%	13%	16%	449
February 2010	45%	35%	20%	469	April 2018	70%	19%	12%	465
April 2010	57%	27%	16%	471					
July 2010	48%	33%	19%	469					
September 2010	45%	33%	22%	491					

Business Conditions in New Hampshire in 12 Months

		<u>Good Times</u>	<u>Bad Times</u>	<u>Mixed</u>	<u>N</u>
STATEWIDE		68%	17%	16%	480
Registered to Vote	Reg. Democrat	50%	31%	19%	97
	Registered Undeclared/Not Reg.	64%	18%	18%	257
	Reg. Republican	91%	2%	7%	124
Party ID	Democrat	47%	27%	26%	181
	Independent	69%	16%	15%	112
	Republican	90%	5%	5%	178
Ideology	Liberal	44%	32%	24%	99
	Moderate	66%	17%	18%	183
	Conservative	86%	8%	6%	156
Media Usage	Listen to Conserv. Radio	91%	7%	2%	58
	Listen to NHPR	55%	24%	21%	120
	Read Boston Globe	64%	20%	17%	52
	Read Local Newspapers	67%	17%	16%	151
	Read Union Leader	78%	13%	9%	79
	Watch WMUR	69%	18%	13%	254
Age of Respondent	18 to 34	56%	25%	19%	121
	35 to 49	71%	14%	14%	115
	50 to 64	69%	14%	17%	134
	65 and older	74%	14%	12%	91
Sex of Respondent	Female	62%	22%	16%	240
	Male	74%	11%	15%	240
Level of Education	High school or less	69%	23%	8%	148
	Technical school/Some college	68%	13%	19%	175
	College graduate	72%	12%	16%	92
	Postgraduate work	61%	16%	22%	60
Frequency Attending Relig. Services	Once a week or more	77%	14%	9%	87
	Once or twice a month	69%	10%	21%	41
	Few times a year	63%	18%	18%	124
	Never	67%	18%	16%	216
2016 Presidential Vote	Donald Trump	87%	6%	7%	196
	Hillary Clinton	51%	26%	23%	155
	Voted for Other	61%	18%	22%	45
	Did Not Vote	59%	23%	18%	67
Gun Owner in Household	Gun Owner	75%	10%	15%	240
	Not Gun Owner	60%	24%	15%	224
Veteran/Active in Household	Active/Veteran Military	74%	13%	13%	128
	No Active/Veteran Military	66%	18%	16%	347
Region of State	Central / Lakes	57%	21%	22%	81
	Connecticut Valley	57%	20%	23%	77
	Manchester Area	81%	8%	11%	80
	Mass Border	75%	15%	10%	127
	North Country	60%	24%	16%	37
	Seacoast	69%	16%	15%	79
Congressional District	First Congressional District	70%	13%	16%	237
	Second Congressional District	65%	20%	15%	243

Business Conditions in US in 12 Months

		<u>Good Times</u>	<u>Bad Times</u>	<u>Mixed</u>	<u>N</u>
STATEWIDE		57%	25%	18%	488
Registered to Vote	Reg. Democrat	37%	44%	19%	108
	Registered Undeclared/Not Reg.	52%	27%	22%	254
	Reg. Republican	85%	4%	11%	125
Party ID	Democrat	33%	43%	24%	189
	Independent	61%	23%	16%	110
	Republican	82%	5%	14%	178
Ideology	Liberal	27%	49%	24%	103
	Moderate	55%	25%	19%	182
	Conservative	79%	7%	14%	160
Media Usage	Listen to Conserv. Radio	91%	4%	6%	56
	Listen to NHPR	47%	33%	20%	120
	Read Boston Globe	54%	33%	13%	54
	Read Local Newspapers	55%	29%	17%	157
	Read Union Leader	58%	23%	19%	79
	Watch WMUR	61%	22%	17%	252
Age of Respondent	18 to 34	45%	35%	20%	124
	35 to 49	65%	19%	16%	118
	50 to 64	58%	22%	20%	134
	65 and older	61%	23%	17%	92
Sex of Respondent	Female	53%	29%	18%	245
	Male	61%	20%	18%	243
Level of Education	High school or less	57%	29%	14%	151
	Technical school/Some college	63%	18%	19%	176
	College graduate	49%	28%	23%	95
	Postgraduate work	51%	29%	20%	60
Frequency Attending Relig. Services	Once a week or more	63%	19%	19%	87
	Once or twice a month	63%	17%	20%	41
	Few times a year	61%	19%	21%	122
	Never	52%	31%	17%	225
2016 Presidential Vote	Donald Trump	86%	5%	10%	197
	Hillary Clinton	32%	44%	24%	167
	Voted for Other	48%	25%	26%	41
	Did Not Vote	45%	35%	20%	66
Gun Owner in Household	Gun Owner	67%	15%	18%	236
	Not Gun Owner	46%	35%	19%	235
Veteran/Active in Household	Active/Veteran Military	63%	16%	21%	131
	No Active/Veteran Military	55%	28%	17%	350
Region of State	Central / Lakes	60%	28%	12%	75
	Connecticut Valley	32%	31%	36%	73
	Manchester Area	63%	20%	17%	90
	Mass Border	68%	19%	12%	133
	North Country	51%	30%	19%	34
	Seacoast	53%	27%	19%	82
Congressional District	First Congressional District	59%	24%	18%	247
	Second Congressional District	55%	26%	19%	241

5 Year Economic Outlook - US

		<u>Continuous good times</u>	<u>Widespread Unemploy/Depression</u>	<u>Mixed</u>	<u>N</u>
STATEWIDE		47%	28%	25%	497
Registered to Vote	Reg. Democrat	19%	53%	28%	106
	Registered Undeclared/Not Reg.	45%	28%	27%	267
	Reg. Republican	75%	4%	20%	120
Party ID	Democrat	23%	49%	29%	193
	Independent	50%	24%	26%	118
	Republican	72%	7%	21%	174
Ideology	Liberal	16%	59%	25%	104
	Moderate	42%	27%	31%	187
	Conservative	74%	11%	15%	158
Media Usage	Listen to Conserv. Radio	79%	7%	13%	58
	Listen to NHPR	37%	34%	28%	120
	Read Boston Globe	24%	31%	45%	51
	Read Local Newspapers	39%	34%	26%	162
	Read Union Leader	48%	24%	28%	78
	Watch WMUR	48%	26%	26%	252
Age of Respondent	18 to 34	38%	40%	22%	126
	35 to 49	49%	28%	23%	124
	50 to 64	45%	20%	36%	136
	65 and older	56%	24%	20%	92
Sex of Respondent	Female	42%	33%	25%	252
	Male	52%	23%	25%	244
Level of Education	High school or less	47%	37%	16%	148
	Technical school/Some college	49%	20%	31%	192
	College graduate	44%	31%	25%	92
	Postgraduate work	45%	26%	30%	59
Frequency Attending Relig. Services	Once a week or more	54%	25%	22%	88
	Once or twice a month	59%	17%	24%	46
	Few times a year	50%	26%	25%	129
	Never	40%	33%	27%	222
2016 Presidential Vote	Donald Trump	75%	8%	17%	196
	Hillary Clinton	24%	50%	26%	169
	Voted for Other	22%	33%	45%	41
	Did Not Vote	39%	26%	34%	70
Gun Owner in Household	Gun Owner	57%	19%	24%	240
	Not Gun Owner	36%	37%	27%	241
Veteran/Active in Household	Active/Veteran Military	48%	21%	31%	136
	No Active/Veteran Military	46%	31%	23%	354
Region of State	Central / Lakes	41%	32%	26%	81
	Connecticut Valley	38%	34%	28%	80
	Manchester Area	51%	17%	32%	87
	Mass Border	56%	25%	19%	135
	North Country	33%	38%	29%	34
	Seacoast	47%	29%	23%	79
Congressional District	First Congressional District	48%	28%	24%	244
	Second Congressional District	46%	28%	26%	252

Household Financial Condition Compared to 12 Months Ago

		<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	N
STATEWIDE		45%	18%	37%	539
Registered to Vote	Reg. Democrat	21%	19%	61%	114
	Registered Undeclared/Not Reg.	42%	23%	36%	294
	Reg. Republican	73%	6%	21%	126
Party ID	Democrat	21%	24%	56%	211
	Independent	48%	22%	30%	130
	Republican	71%	7%	22%	184
Ideology	Liberal	21%	27%	52%	118
	Moderate	40%	18%	42%	201
	Conservative	65%	11%	24%	165
Media Usage	Listen to Conserv. Radio	71%	9%	20%	58
	Listen to NHPR	33%	14%	52%	135
	Read Boston Globe	34%	20%	45%	58
	Read Local Newspapers	39%	24%	37%	168
	Read Union Leader	52%	13%	34%	84
	Watch WMUR	42%	19%	40%	272
Age of Respondent	18 to 34	48%	17%	35%	140
	35 to 49	49%	19%	31%	130
	50 to 64	46%	15%	39%	144
	65 and older	27%	23%	49%	103
Sex of Respondent	Female	40%	20%	40%	277
	Male	50%	16%	34%	261
Level of Education	High school or less	47%	23%	31%	154
	Technical school/Some college	45%	17%	37%	205
	College graduate	44%	16%	40%	104
	Postgraduate work	38%	12%	50%	68
Frequency Attending Relig. Services	Once a week or more	48%	17%	35%	94
	Once or twice a month	40%	14%	45%	47
	Few times a year	45%	19%	36%	135
	Never	43%	19%	38%	248
2016 Presidential Vote	Donald Trump	70%	9%	21%	204
	Hillary Clinton	22%	20%	58%	185
	Voted for Other	34%	20%	46%	51
	Did Not Vote	39%	34%	27%	76
Gun Owner in Household	Gun Owner	51%	15%	34%	255
	Not Gun Owner	37%	21%	42%	264
Veteran/Active in Household	Active/Veteran Military	47%	17%	36%	143
	No Active/Veteran Military	44%	18%	38%	389
Region of State	Central / Lakes	41%	26%	33%	85
	Connecticut Valley	41%	21%	37%	82
	Manchester Area	48%	12%	40%	102
	Mass Border	52%	13%	34%	141
	North Country	29%	25%	46%	41
	Seacoast	42%	18%	40%	88
Congressional District	First Congressional District	44%	16%	39%	271
	Second Congressional District	45%	19%	35%	267

Household Financial Condition 12 Months from Now

		<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	N
STATEWIDE		37%	13%	50%	512
Registered to Vote	Reg. Democrat	16%	23%	60%	109
	Registered Undeclared/Not Reg.	33%	13%	54%	275
	Reg. Republican	66%	3%	32%	123
Party ID	Democrat	18%	24%	58%	198
	Independent	36%	9%	55%	120
	Republican	61%	3%	37%	183
Ideology	Liberal	11%	32%	58%	108
	Moderate	36%	12%	52%	192
	Conservative	55%	3%	42%	160
Media Usage	Listen to Conserv. Radio	61%	10%	29%	55
	Listen to NHPR	23%	20%	57%	128
	Read Boston Globe	34%	21%	44%	54
	Read Local Newspapers	32%	14%	54%	160
	Read Union Leader	50%	8%	42%	81
	Watch WMUR	32%	15%	53%	263
Age of Respondent	18 to 34	38%	13%	50%	130
	35 to 49	49%	13%	39%	128
	50 to 64	39%	13%	47%	141
	65 and older	16%	14%	70%	94
Sex of Respondent	Female	32%	18%	50%	256
	Male	43%	7%	49%	256
Level of Education	High school or less	32%	16%	52%	152
	Technical school/Some college	45%	12%	44%	190
	College graduate	37%	12%	51%	99
	Postgraduate work	30%	10%	61%	65
Frequency Attending Relig. Services	Once a week or more	47%	13%	40%	91
	Once or twice a month	37%	13%	50%	47
	Few times a year	35%	8%	58%	131
	Never	35%	15%	50%	231
2016 Presidential Vote	Donald Trump	59%	3%	38%	200
	Hillary Clinton	15%	23%	62%	175
	Voted for Other	25%	14%	61%	48
	Did Not Vote	39%	17%	44%	67
Gun Owner in Household	Gun Owner	45%	7%	48%	246
	Not Gun Owner	29%	19%	52%	249
Veteran/Active in Household	Active/Veteran Military	43%	4%	53%	134
	No Active/Veteran Military	36%	16%	48%	371
Region of State	Central / Lakes	28%	16%	57%	81
	Connecticut Valley	27%	15%	58%	82
	Manchester Area	43%	9%	48%	94
	Mass Border	47%	10%	43%	132
	North Country	35%	8%	57%	36
	Seacoast	37%	19%	44%	87
Congressional District	First Congressional District	41%	14%	45%	258
	Second Congressional District	34%	12%	54%	254

Good Time to Buy Major Household Item

		<u>Good Time</u>	<u>Bad Time</u>	<u>Pro-con</u>	<u>N</u>
STATEWIDE		70%	19%	12%	465
Registered to Vote	Reg. Democrat	60%	31%	8%	101
	Registered Undeclared/Not Reg.	67%	19%	14%	246
	Reg. Republican	84%	7%	9%	116
Party ID	Democrat	59%	31%	10%	173
	Independent	67%	13%	20%	109
	Republican	83%	8%	9%	171
Ideology	Liberal	55%	32%	13%	98
	Moderate	69%	19%	12%	169
	Conservative	83%	9%	9%	148
Media Usage	Listen to Conserv. Radio	78%	6%	16%	53
	Listen to NHPR	66%	22%	12%	115
	Read Boston Globe	77%	10%	14%	48
	Read Local Newspapers	67%	24%	10%	151
	Read Union Leader	76%	14%	10%	77
	Watch WMUR	75%	17%	8%	240
Age of Respondent	18 to 34	69%	21%	10%	115
	35 to 49	63%	29%	7%	112
	50 to 64	70%	14%	15%	128
	65 and older	79%	10%	11%	91
Sex of Respondent	Female	69%	21%	10%	236
	Male	71%	16%	14%	228
Level of Education	High school or less	73%	17%	9%	143
	Technical school/Some college	63%	24%	13%	166
	College graduate	79%	11%	10%	91
	Postgraduate work	67%	18%	15%	57
Frequency Attending Relig. Services	Once a week or more	76%	18%	7%	85
	Once or twice a month	57%	22%	21%	42
	Few times a year	78%	13%	9%	119
	Never	67%	21%	12%	206
2016 Presidential Vote	Donald Trump	81%	7%	12%	187
	Hillary Clinton	64%	28%	8%	154
	Voted for Other	71%	16%	13%	42
	Did Not Vote	53%	29%	17%	65
Gun Owner in Household	Gun Owner	77%	14%	9%	235
	Not Gun Owner	61%	24%	15%	214
Veteran/Active in Household	Active/Veteran Military	77%	13%	9%	128
	No Active/Veteran Military	67%	20%	13%	332
Region of State	Central / Lakes	66%	26%	7%	74
	Connecticut Valley	65%	28%	7%	75
	Manchester Area	72%	15%	14%	89
	Mass Border	73%	13%	14%	125
	North Country	64%	22%	15%	29
	Seacoast	73%	14%	12%	73
Congressional District	First Congressional District	72%	15%	13%	228
	Second Congressional District	68%	22%	10%	237